

CITY OF MIAMI BEACH
Office of the City Manager
Letter to Commission No. 149-2004



To: Mayor David Dermer and
Members of the City Commission

Date: June 14, 2004

From: Jorge M. Gonzalez *JMG*
City Manager

Subject: MIAMI BEACH LURE BROCHURE

This Letter to Commission (LTC) is to advise you that the City of Miami Beach in partnership with the Greater Miami Convention and Visitors Bureau (GMCVB) developed and produced the attached Miami Beach Lure Brochure. The brochure is designed to be catchy, attractive and give the reader a taste of what Miami Beach has to offer. The piece will be used by the Tourism and Cultural Development Department, specifically the Tourism and Conventions Office, Miami Beach Convention Center, Special Events Office, Film and Print Office, Entertainment Office, and Cultural Affairs Division to lure and attract potential convention, trade, and consumer shows, as well as special events, entertainment and film productions.

The brochure was produced by the GMCVB as part of their annual commitment and at no additional cost to the City of Miami Beach. The brochure will be reviewed and updated periodically.

JMG\CMC *JMG*

c: Christina M. Cuervo, Assistant City Manager
Ramiro Inguanzo, Chief of Staff, Office of the City Manager
Max A. Sklar, Tourism and Cultural Development Assistant Director
Nannette Rodriguez, Public Information Officer

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